

WCSR LOG

TIME	LENGTH	PROGRAM	PERSONNEL	REMARKS
1:59:40	10"	Sign on		
2:00	29'	Discology 58a	Schelgel	SL
2:29	1'	Break		SL
2:30	29'	Discology 58a		SL
2:59	1'	Break	Barbour	SL
3:00	29'	Roving Records	Ward	SL
3:29	1'	Break		SL
3:30	29'	Roving Records		SL
3:59	1'	Break		SL
4:00	59'	Masterworks	Horner	SN
4:59	1'	Break		SL
5:00	5'	News		AN
5:05	24'	Easy Listening	Duff	SN
5:29	1'	Break		SL
5:30	29'	Easy Listening	Duff	SN
5:59	1'	Break and sign off		SL

Wed., Dec. 2, 1953
Head of Aft. Conroy

PERSONNEL

Kelher

Schelgel

SL

SL

SL

Barbour

SL

Ward

SL

SL

SL

SL

SN

SL

AN

SN

SL

SL

SN

SL

Masterworks
seems to be
marked for a
Smithie -
Does it come
from Amherst?

S T U D E N T S ! M A K E \$25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself \$25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class —
In history, psych, and ec —
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint — if you can sing your jingle, it's a good one!

Hint — the more jingles you write, the more money you have a chance of making.

Hint — be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included — and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one \$25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.

Lucky Strike means fine tobacco Luckies' cigarette-tearing demonstration Luckies taste cleaner, fresher, smoother Be Happy — Go Lucky So round, so firm, so fully packed So free and easy on the draw Buy Luckies by the carton Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy — Go Lucky! Make your next carton

LUCKY STRIKE!

Wed., Dec. 2, 1953

Head of night: Barbour
origin Remarks

Time	Length	Program	Personnel	
6:59:40	20"	Sign on		SL
7:00	15'	News & Sports		AN
7:15	14: 40	Transcription		SL
7:29: 50	1'	Break		SK
7:30	29'	Jazz - Amherst sent (without announcing) French choral music —	AN	- very inappropriate
7:59	1'	Break		
8:00	15'	News &	SL	
8:10	94'	Concert Hall	AN	
9:39	1'	Break	AN	Forgot to send Concert Hall —
10:00	5'	News	SL	
10:05	24'	Adu. of Herman Schmitz	AN	
10:29	1'	Break	AN	
10:30	14:25"	Stardust Time	SL	
10:44:25	35"	Sign off	SL	
			SK	

What's with these birds tonite???



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Here are some sample jingles:

I've heard the same in every class —
In history, psych, and ec —
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
That L.S./M.F.T!

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